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SOME OF OUR OFFERS (CONTINUED)

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MOSS PHLOX: LOVELY PINK FLOWERS IN MAY; ONE OF THE MOST LOVELY OF ALL ROCK PLANTS. 5 for 50c or 12 plants for \$1.00, postpaid. Mail about May 1st.

BIG IRIS COLLECTION: A fine assortment of good iris mixed. \$1.00 per dozen. Mailed about May 1st.

LOVELY PILLAR ROSES: PAULS SCARLET; one of the finest of all roses, nice heavy plants, 3 for \$1.00; mailed in April.

We have a big list of items, but can only mention a few here.

F. C. HORNBERGER CLARK STREET HAMBURG, N. Y.

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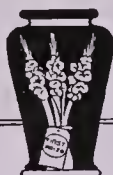
OUR MESSAGE

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6-61
F. C. Hornberger

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Chas. E. F. Gersdorff
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OUR MESSAGE (CONTINUED)

wages helped to purchase the products of our country were cut off from the commercial cooperation so essential to a Nation's well-being. The sales of merchandise dwindled to its lowest ebb, the prices of commodities fell below the cost of production. Mainly firms having adequate reserves could survive.

It was very noticeable that some lines of industry suffered more than other lines; this was true in particular with the nursery and flower business. It belonged in a large measure in a class generally regarded as luxury. As far as flowers are concerned I regard them as important as food, they have always been and will always be instrumental in helping us to express all that is high and fine in our daily contacts. But when millions of our people must count and weigh every penny they spend for a bare subsistence; shelter, food and clothing are the things that must come first.

Now that every sign points to rapid improvement, we find that in many cases the people who survived the storm did so mainly because of two reasons; first among them were the people with ample financial reserves, the other group were the people giving the very highest type of commercial service which retained a loyal patronage even in the face of the most adverse situations. The people who were able to maintain their business without loss were most fortunate, very few actually increased their business to any great extent thru the years known as the "Depression Years." We were not in the class having any particular financial reserve as our expanding business required all our surplus.

In 1929 the last of the "boom years" our catalog contained but twelve pages, 9 by 12 inches, we increased the size to 16 pages in 1930, and in 1931, the beginning of the second year of the depression, we increased our catalog to 20 pages. In 1932 to 24 pages, in 1933-34 to 32 pages and our new catalog is 36 pages. We plan to have 44 to 48 pages by next year. I have reasons to feel that this steady, healthy growth, and normal increase of business in the most serious years of the depression is due entirely to the foundation of our business on the "rock" of that new service which, if you scan the horizon with care, you will find sure signs of its dawning. True it has always been with us in some degree, but humanity purged by suffering will more and more insist on this type of service. In its simplest terms, it is mainly this, "Give your best to the world (God's Humanity), and the world will return the same to you even in greater measure."

We need a simpler code of living, one of honest brotherhood and unselfish service. Profits are an absolute necessity if any business is to function under our system of society but profits should not be the main incentive in business. They should be large enough to pay just wages, to all workers, and a fair compensation to the owner, but the chief incentive should be the very highest service to humanity first, and then depending in faith in the great law, we should know that the reward is sure. Then we, like Abu Ben Adhem, will find our names among the blessed.

OUR NEW CATALOG

Is free as long as our extra copies last, but when they are gone the best we can do is enter your name on our "active list" and then send you our "Special Spring List". This will have some good bargains but will not be as large and complete as our Annual, but you will receive the next seasons catalog and the following ones until we again re-check our list. Spring lists will be mailed later in the spring.

Our catalog is **different** than the average run of catalogs. We try to show you WHO IS WHO IN BALLYHOO, in other words we try to sift the false from the true, to give you the pure grain of **facts** in place of the **chaff** of theory. Of what value to you are any mans guesses, or mere mental assumptions; what we all need today is facts, proven facts, and not guesses. We try to do just this thing in our catalog, and in addition we grow as fine a list of Gladiolus varieties as you can find. They are priced as low as any other reliable grower's. We also list some very fine merchandise, the best that we can secure because our motto is "The best is none too good for you."

SOME OF OUR SPECIAL OFFERS

SPECIAL MIXTURE OF GLADIOLUS: Our list of Glads contains some of the finest grown. We offer 50 or more different kinds all mixed together, the size will be one inch and larger, there will be some fine varieties in this collection, per 100 prepaid \$3.00; 25 or 50 at the same rate of 3c each.

Assortment No. 2: This will be the same as above only that it will contain but 25 or more varieties, and will sell for just one-half of the above. We can not, however, accept any bulb order for less than \$1.00; it costs us too much to mail smaller bulb orders.

DIANTHUS (Pinks) Lacinatus: One of the very finest mixtures. This is an old and very satisfactory garden flower. Packet 10c, ounce 35c.

DIANTHUS LACINATUS SPLENDENS: Something new and fine, seed scarce and high in price, but we give you good value for money received. Better purchase a packet of the mixed and compare with this new variety; one of the most striking new Dianthus we have ever offered. The flowers are very large, over two inches across, in a brilliant shade of crimson with a large, boldly contracting glistening white eye. Packet 25c.

NEW NASTURTIUM GOLDEN GLEAM: Something fine and new, scarce and rare, sweet scented, double flowered. Per packet 15c, ounce 25c.

OUR FAMOUS HUDSON'S BAY "POINT" BLANKETS: Over 150 years ago these famous blankets were made and sold to the Indians of the far north in exchange for beaver skins. They have sold in the past for \$30 to \$35 per pair. We are offering them at a special low price and we will be glad to send a booklet showing natural colors if you want the best in blanket quality and beauty at the prices we offer them. Here is a letter just recently received; "It may interest you to know that a letter has recently come to us, unsolicited, which says that a Hudson's Bay "point" Blanket has been in continuous use for 75 years, part of that time in use as a tent cover, and is still in serviceable condition." 4 "point" size 72" by 90", \$12.85, postpaid, or \$25.70 per pair. 3 1/2 "point" size 63" by 81", \$10.85 postpaid, or \$21.70 per pair. The ideal gift to a friend or for yourself and family.

"AEROIL" KILLS WEEDS WITH FIRE: We sell the famous AEROIL TORCHES AND BURNERS. Kills weeds, poison ivy, burns brush, old stumps, rubbish, etc. These torches burn kerosene, cost of operation low. They kill root and all as the intense heat 2000 F., developed, will burn and destroy all it contacts; destroys Johnson grass, quack grass, thistle, etc. Used to disinfect poultry houses, to crack stones and boulders, also for many kinds of repair work as you can quickly heat iron to a white heat. This is one of the most efficient tools you can own; do not fail to ask for our special circular or catalog of "Aeroil" Burners and Torches. Prices very low. Now used by leading colleges and experiment Stations.

YOU WISH TO KNOW ITS MEANING

Hamburg, N. Y., Jan. 1, 1935

Dear Friend:---

We present our message in this little folder; we trust you will read it all and so understand its aim and object.

At this, the dawn of another new year, our wish for you and yours is that you may experience the most happy and prosperous year that you have ever experienced.

All the world, all countries including our own, are in need of harmony, peace, happiness and prosperity; it is only as each individual realizes that the greatest good to the greatest number comes mainly thru unselfish service, honesty and general loyalty to the simple laws of God that the troubled waters of the world will clear and we see reflected some of the promises of Him who said that He who is greatest shall be the least among you, and that even the greatest can be the most humble in service, even to the washing of feet. May this new year bring new blessings and hope for the future.

Sincerely, F. C. H.

OUR REASON FOR THIS MESSAGE

Is simple. It is a difficult problem to keep any mailing list up to date and to send catalogs to just the people who want them or are still interested in them. If you receive this message it is because we have had your name and address on our mailing list for years and not having received an order or any other indication that you still wish to receive our catalog we feel uncertain as to just what to do. Tho catalogs cost a lot of money, we are always pleased to send them even though you do not purchase any of our goods. We believe that we publish information worth more to you than you would get out of many books and publications that are more or less costly. Our catalog is **free**; it only requires your name and address on a penny post card with the words, "Keep me on your active mailing list", and we will then continue the name at least for three more years, before we use another check up to find out if it is still wanted there. You place yourself under no obligations by asking to be placed on our active list, but if you are not interested, and do not think you will want any of our goods or free information, then just ignore this message. Below we present "Our Message" in which we try to show some of the results of our ideals.

OUR MESSAGE

The Scriptures tell us that the house founded on a **rock**, is the house that can withstand all of the elements. The wind can blow, and the storms come, but such a house because of its solid foundation remains unshaken, while all about lays wreckage. We all know the symbolic meaning of this, and that is that any house, home, business, individual or group that is established upon the rock of truth, honest, unselfish service, and love in its broadest meaning shall prevail and withstand all adverse conditions.

In 1929 boom conditions prevailed; the country was to all outward appearances very prosperous, but these conditions were not built upon the "Rock of the greatest good to all", hence when the storm came, many were the structures that fell. In our own line of business the number was very great; some are out completely and must begin all over again; others have established themselves in a small way. Most of these people were regarded as competent to handle the kind of business they were conducting.

After the collapse of 1929 prices rapidly declined, production was curtailed, the army of the unemployed increased rapidly. These millions whose